





City of Rockville

MEMORANDUM

January 27, 2011

TO: Planning Commission

FROM:  Ann Wallas, Planner III, Long Range Planning

THROUGH:  David Levy, Chief of Long Range Planning

SUBJECT: **Comprehensive Master Plan (CMP) Initiative**

The purpose of this memo is to bring the Planning Commission (PC) up to date on the progress being made on the CMP Initiative since our last meeting on this topic, on December 9, 2010, and to discuss future activities. A flow chart giving an overview of the Initiative, and the progress made to date, can be found at Attachment A.

Phase 1: 2009-2011 – Progress to Date:

A chart giving information on progress made to date on Phase 1 can be found at Attachment B. The main points are:

Municipal Growth Element and Water Resources Element

The Mayor and Council adopted both Elements on December 13, 2010. They have been conveyed to the Maryland Department of Planning and can be found on the City's website at <http://www.rockvillemd.gov/masterplan/elements/index.html>

Adequate Public Facilities (APF) Study Committee

The APF Study Committee, appointed by the PC, began its work on January 27 and has been charged with providing a report to the PC by July. This is likely to be one of the most important policy discussions to be undertaken by Rockville for years to come. Although a review of the APF is not formally part of the CMP Initiative, the recommendations of this committee, and any policy direction or regulatory changes made by the PC and Mayor and Council, will be used to inform the key elements of the CMP.

Historic Resources Element and Montgomery Heritage

Staff has begun work on the draft Historic Resources Element, as a joint effort between Long Range Planning and Historic Preservation staff. As you may recall, the CMP review that was completed in 2009 identified components of the existing plan, currently Chapter 8 of the 2002 CMP document, which needed updating. Staff has begun to incorporate those changes.

In addition, in November 2010, the Mayor and Council provided direction that staff explore the possibility of the historic resources in Rockville becoming a part of the Montgomery County Heritage Area. The County's Heritage Area is a certified part of the State's Maryland Heritage Area Program (http://mht.maryland.gov/heritageareas_program.html), whose Montgomery County component is managed by the non-profit organization Heritage Montgomery (<http://www.heritagemontgomery.org/>).

In order to join the County's Heritage Area, a series of steps must be completed, including approvals from multiple boards and jurisdictions. A recent report prepared for the State program indicated that the normal length of time for all of the work to be completed is 18-36 months. CPDS staff plans to return to the Mayor and Council by late March to receive direction regarding whether to move forward on the application. If staff receives this direction, in accordance with State program requirements, the CMP's Historic Resources Element will need to be amended to ensure that the goals and policies are consistent with the goals of the Heritage Area program and that Rockville's participation is recommended.

Staff is preparing a schedule for presentation to the Mayor and Council as part of the discussion. The schedule reflects the work of amending the Historic Resources Element in general and drafting the Heritage section, initiating the detailed application process and writing a detailed Heritage Plan Amendment – for the City – that will be incorporated into the County Heritage Area Management Plan. This will involve intricate scheduling to coordinate the roles and timelines for the Historic District Commission, the Planning Commission, the Mayor and Council and the County and State approval processes.

Housing White Paper

This project is in the process of being re-constituted following the retirement of the CPDS Chief of Management and Support, Ed Duffy and the CPDS Specialist, Nancy Williams, who were integral members of the project team. A new project schedule and timeline are being developed.

Rockville's Pike (CMP Planning Area 9)

The Planning Commission has received copies of the Draft Rockville Pike Plan. A presentation was given to a joint meeting of the Commission and the Mayor and Council on January 10, followed by an Open House and presentation on January 11. The Open House was held at Richard Montgomery High School and, despite a snowstorm, more than 70 people came out to tour the exhibits and speak with staff and the consultant team. Presentations of the proposed "Rockville Pike District Form Code", which is Chapter 6 of the Draft Plan, are scheduled for February 9 – one presentation to the public and one to the Planning Commission. A Planning Commission Public Hearing is scheduled for March 9, with work sessions to follow.

A separate presentation will be given to the Commission on this topic.

Phase 2a: 2011-2012 - Project Planning:

Phase 2a of the CMP Initiative is underway and a chart giving information on progress to date can be found at Attachment C. Highlights are:

Citizen Survey

The City's biennial Citizen Survey was conducted in November 2010. The Consultant has compiled the results and submitted a first draft to City management. A presentation will be given to the Mayor and Council in March. As discussed in the past, the Citizen Survey will provide important information on Rockville citizen views on many elements of the CMP.

U.S. Census/Demographic White Paper

The U S Census American Community Survey (ACS) 5-year data has been released. The ACS 5-year (2005-2009) series replaces the traditional Census "long form" survey, which was last used in 2000, and gives estimates at all levels of geography (block, tract, City, County, State, Metropolitan Area etc.) enabling comparisons to be made between areas. Staff proposes using this data in the following ways.

Task 1: Produce Census Data Brochures

Using the 2005-2009 ACS 5-year series data, and the 2010 Decennial census data, which is scheduled for release in the spring, staff will prepare a document of key community characteristics at the City level. We anticipate working with the City's Public Information Office (PIO), Rockville Economic Development, Inc.

(REDI) and others to produce a high-quality product that can be posted on the City website as well made into printed brochures.

Task 2: Compile Data at Tract or Planning Area Level

Using the 2005-2009 ACS 5-year series data, and the 2010 Decennial census data, staff will prepare an assessment of key community characteristics at the Census Tract – or Planning Area – level. This information will be used throughout the planning process for all CMP elements, and will also be useful to all City departments.

Task 3: Draft White Paper

Draft a Demographic White Paper that will provide a greater level of analysis of the data prepared in Tasks 1 and 2, which, as noted above, will be used throughout the planning process and will also assist all City departments. A Draft will be provided to the PC by late summer.

CPDS is currently interviewing applicants for the position of GIS Analyst. We anticipate that this new staff member will be a key part of the team for all of these, and other, tasks.

The Environment White Paper

The Environmental Management Division is taking the lead on this element, with CPDS staff on the team to help integrate the issue into the overall CMP context. Staff from the Departments of Public Works and Recreation and Parks will also be involved in the process. A draft outline has been developed and we are working to refine it further and to identify and contact a wide range of stakeholders. Staff will discuss this outline with the Planning Commission at the next CMP briefing.

The City is required by the State to address a certain set of issues as part of this Element of the CMP, but staff is interested in looking beyond the narrow scope and is researching how environmental planning issues are handled in other jurisdictions, with a particular focus on the integration of environmental measures into the overall planning and management of the City. The next steps are to finalize the outline, interact with stakeholders and assign tasks.

Transportation White Paper

The Traffic and Transportation (T&T) Division of the Department of Public Works will be taking the lead on this element. The Division has hired a new Transportation staff member, who will join the City in February and will expand

the Division's capacity to carry out this project. The Division has undertaken preliminary work and has begun discussions with the Traffic and Transportation Commission.

Public Outreach:

Staff continues working with the Public Information Office to keep the CMP Web pages up to date. TRC11 is planning a series of slots on each of the City departments: CPDS (and therefore the CMP) is tentatively scheduled for March 2011 and we anticipate working on this communication effort during February and March.

Next Steps:

The following activities will be proceeding over the coming months:

- Rockville's Pike plan Form Code presentation and Public Hearing (March 9).
- City of Rockville Citizen Survey presentation (March).
- 2010 U S Decennial Census results become available. Brochures prepared using Decennial Census and ACS 5-year survey, followed by
- Demographic White Paper draft.
- Historic Resources element and Montgomery Heritage drafts, contingent on Mayor and Council direction.
- Refinement of Environment White Paper scope.
- Launching of Transportation White Paper.
- Housing White Paper scope.
- Public outreach to keep website up to date and develop video spots.

Staff has undertaken to check in with the Commission from time to time to bring them up to date. We recommend that our next discussion on this topic should be at the meeting on April 27, 2011.

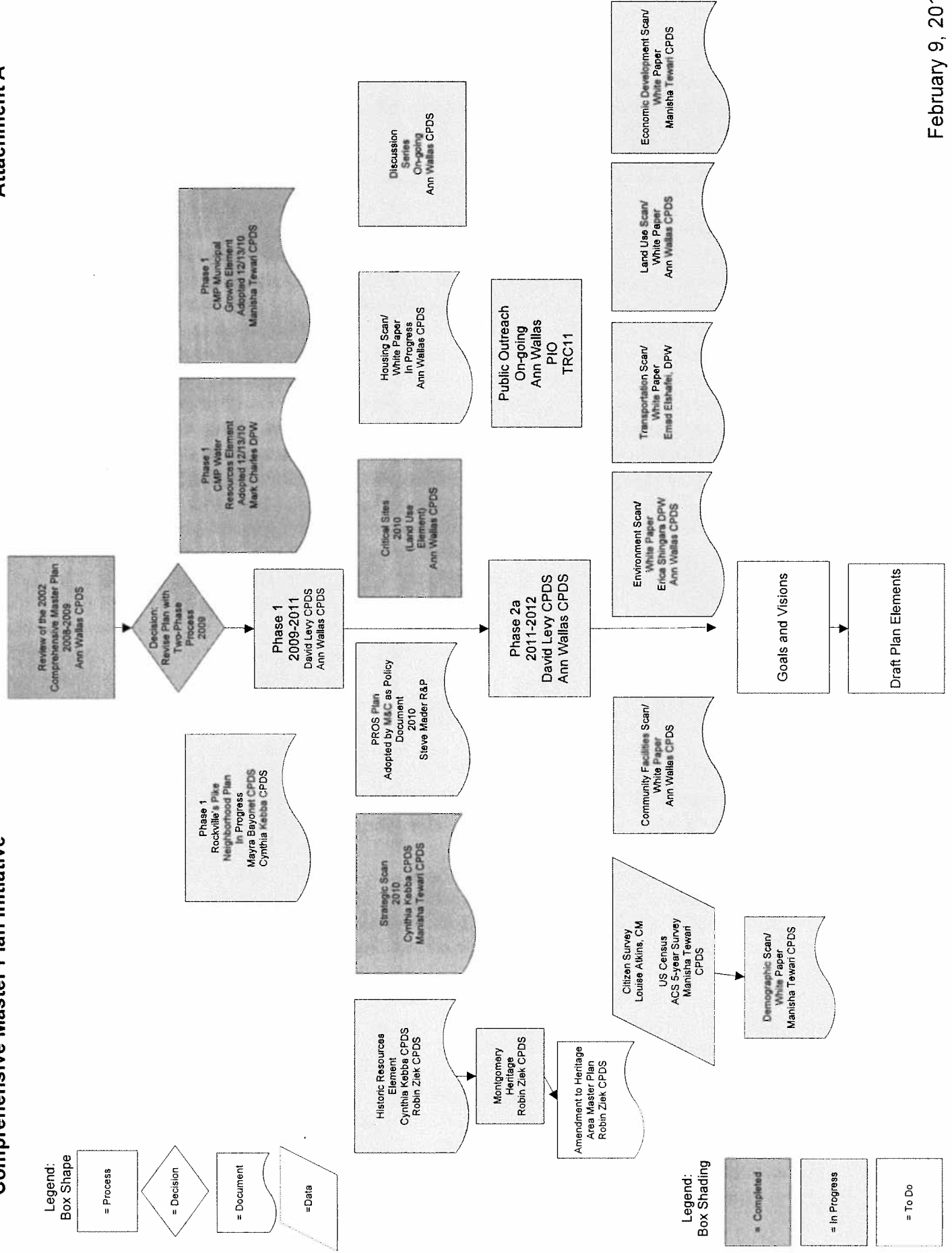
Attachment A: CMP Initiative Phases 1 and 2a Flow Chart

Attachment B: Phase 1: 2009-2011 Update

Attachment C: Project Planning for Phase 2a: 2011-2012

Comprehensive Master Plan Initiative

Attachment A



Comprehensive Master Plan Initiative			
Phase 1: 2009 – 2011 - Update			
Task	Status	Date	Next Steps
Complete Review and transmit the decision to the Maryland Department of Planning	Completed	Oct 2009	None.
Adopt the State-mandated new elements: <ul style="list-style-type: none"> • Municipal Growth Element • Water Resources Element 	Mayor and Council Adoption	Dec.13, 2010	None. Project Complete.
Complete the Strategic Scan	Presented to Planning Commission Presented to Senior Staff Available on City web page. "Rockville Trends"	April 28, 2010 June 8, 2010	Project Complete. Work schedule for next publication
Adopt a plan amendment to: <ol style="list-style-type: none"> 1. Update per results of the Review; 2. Enable the City to become part of the Montgomery Heritage Area 	Culture and Entertainment Plan Phase 1 (includes heritage tourism) presented to Mayor and Council Presentation to Mayor and Council on Heritage Area Staff work underway	July 12, 2010 Nov 8, 2010 2010-2011	Continue update of Historic Element. Continue staff work on Montgomery Heritage Area application.
Complete the Parks Recreation and Open Space (PROS) plan, and make appropriate amendment to the CMP	Planning Commission Adopt as Policy Document Mayor and Council Adopt as Policy Document	Feb 24, 2010 March 15, 2010	Adopt into CMP by reference.
Complete and adopt the <i>Rockville's Pike</i> plan.	Public Hearing Draft released Presentation to PC/M&C/citizens	Dec. 29, 2010 Jan 10 and 11, 2011	Planning Commission Public Hearing March 9, 2011.

Comprehensive Master Plan Initiative			
Phase 1: 2009 – 2011 - Update			
Task	Status	Date	Next Steps
Identify Critical Sites and determine whether an amendment to update the Critical Sites is warranted.	Discussion with Planning Commission Presentation to Planning Commission – Update on 2002 CMP Critical Sites and overview of critical areas identified by staff. Discussion with Planning Commission	March 10, 2010 April 14, 2010	Continue staff work on land use and related plan issues: Rockville's Pike, annexation issues, Chestnut Lodge, Twinbrook Station etc. all due before Planning Commission during 2010/2011
Update <i>Housing Goals and Objectives</i> (Now Housing White Paper)	Assigned staff member retired. Project reassigned.	Aug 11, 2010	Critical Sites will be considered as part of the Land Use Element, and not separately. Housing Scan/White Paper scope Summer 2011.
Convene a discussion series on CMP issues	Brought forward to Planning Commission and Mayor and Council: Montgomery County 2009-2011 Growth Policy Montgomery County White Flint Sector Plan Montgomery County Great Seneca Corridor Sector Plan (formerly Gaithersburg West) Strategic Scan Metropolitan Council of Governments (MWCog) Round 8.0	2009 - 2010) Presentations) and regular) updates) during plan) process.) Testimony) submitted. Spring 2010 Winter 2009/2010	Discussion/presentations on Rockville's Pike and related issues. Discussion of APFO/CTR issues. Scan/White Paper presentations and discussions.

Comprehensive Master Plan Initiative			
Phase 1: 2009 – 2011 - Update			
Task	Status	Date	Next Steps
<p>Project Planning for Phase 2</p> <p>Participate in 2010 Citizen Survey:</p> <ul style="list-style-type: none"> • Develop possible question(s) • Determine how to use results of survey in Plan preparation <p>Scoping/preparation/data collection for series of Scans/White Papers/discussion topics:</p> <ul style="list-style-type: none"> • Community Facilities • Economic Development • Demographics • The Environment/Sensitive Areas • Transportation • Land Use • Goals and Visions 	<p>MWCoG Region Forward Plan</p> <p>Ongoing Survey conducted Fall 2010. Questions on planning and housing included</p> <p>Ongoing Discussions with Planning Commission: Sept. 29, 2010 Dec. 15, 2010 February 9, 2011</p>	<p>Spring 2010</p> <p>Present throughout 2011</p>	<p>Discussion with Planning Commission: April 27, 2011</p>

Comprehensive Master Plan Initiative			
Project Planning for Phase 2a: 2011 - 2012			
Task	Status	Date	Next Steps/Comments
Participate in 2010 Citizen Survey: <ul style="list-style-type: none"> Develop possible question(s) Questions on planning and housing included. 	Ongoing First Draft of Survey received Presentation to Mayor and Council	January 2011 March 2011	Examine survey results. Determine how to use results of survey in Plan preparation.
U.S. Census American Community Survey (ACS) Data: <ul style="list-style-type: none"> Guidance on how to use new 5-year estimates 2005-2009 5-Year Estimates 2005-2009 Summary Files down to Block Group 2005-2009 Public Use Microdata Sample Files 	Released late fall 2010 Released late December 2010 Released early 2011 Released early 2011	Dec 2010 – Feb 2011)) Feb/April 2011)))	Analyze 2005-2009 ACS 5-year series data and prepare brochures of key community characteristics at the City level – May/June 2011 Analyze 2005-2009 ACS 5-year series data and prepare profile for each Planning Area (or Census Tract?) to use throughout process – August/September 2011*
U.S. 2010 Decennial Census	U.S. Population to President by Dec. 31, 2010 Redistricting data to States by March 2011	Late spring/summer 2011	Analyze 2010 Census data, for both the CMP and general use: Prepare brochure of key community characteristics at the City level – May/June 2011 Analyze data and prepare profile for each Planning Area (or Census Tract?) to use throughout process – August/September 2011*

Comprehensive Master Plan Initiative			
Project Planning for Phase 2a: 2011 - 2012			
<i>Task</i>	<i>Status</i>	<i>Date</i>	<i>Next Steps/Comments</i>
Prepare Scans/White Papers (Housing and Historic Preservation are considered as part of Phase 1 of the CMP Initiative)			
Community Facilities White Paper	In progress. On-hold pending completion of staff work on Housing, Historic Resources, Demographics and Environment.	Sept 2010 -	PROS Plan completed. Overlap with MGE.
Economic Development White Paper	Project planning	Sept. 2010 – Sept 2011	Treat as separate element/chapter. Use 2007 Economic Census data + relevant ACS 1 and 3 year data.
The Environment White Paper	Project planning with DPW and R&P. Overlap with WRE.	Dec 2010 – August 2011	Detailed project plan – Feb. 2011 Tasks assigned – March 2011 Begin stakeholder interviews – March 2011
Demographic White Paper	* See previous page notes on ACS and Decennial Census.	January – September 2011	Hire CPDS GIS Analyst Draft white paper – Summer 2011
Transportation White Paper	Project planning with DPW. DPW Staff will carry out work.	Nov 2010 – August 2011	New DPW Transportation Planner to join Rockville in February 2011.
Land Use White Paper	Project planning On-hold pending completion of staff work on Housing, Historic Resources, Demographics, Environment and Transportation.	Sept. 2010 –	Include general land use, all planning areas and community appearance and design.

Attachment C

Comprehensive Master Plan Initiative			
Project Planning for Phase 2a: 2011 - 2012			
<i>Task</i>	<i>Status</i>	<i>Date</i>	<i>Next Steps/Comments</i>
Goals and Visions White Paper		Fall 2011	Document to frame visioning exercise by using Citizen Survey results, Scans/White Papers and input from stakeholders/focus groups on individual topics.
Goals and Visions Process		Fall 2011 – Winter 2011-12	Citizen outreach
Project Planning for Phase 2b <ul style="list-style-type: none"> <i>Draft Plan Elements</i> 			Draft Plan Elements Citizen outreach Public Hearings and public process.